



# **OFFICE OF THE CLERK/TREASURER**

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## **AIRPORT STRATEGIC PLANNING COMMITTEE**

**THURSDAY, MARCH 21, 2013**

**HAMILTON ROOM, SECOND LEVEL**

**BURLINGTON INTERNATIONAL AIRPORT**

**5:30 P.M.**

- 1. Agenda**
- 2. Public Forum**
- 3. Approval of the Airport Strategic Planning Committee Minutes**
  - a. March 7, 2013**
- 4. The Strategic Plan – group discussion**
  - a. Review of last meeting's work; draft of the Strategic Plan**
  - b. Goals – setting goals is a key component in effective strategic planning. Goals can be defined as a written target of where your company wants to be within a specific time frame. Some goals will take time to achieve, so it is important to measure your progress regularly. Goal setting is crucial if you want to remain successful and competitive. The key to success in setting goals is making sure they are attainable and measurable.**
  - c. Key Strategies – it is important that your company have several key strategies in place for a positive outcome. When you look at key strategies, you are measuring what approach will help you accomplish your goals. For example, the key strategies for providing exceptional customer service are:**
    - i. Focus on creating value for customers,**
    - ii. Focus on customers,**
    - iii. Train your staff to create a great customer service value, and**
    - iv. Create a process for handling customer complaints.**
  - d. Strategic Action Program – once your plan has been completed, it is important to have timelines, deadlines, budgets and performance targets in which to manage and measure. It is also important to identify who will be responsible for different aspects of your plan.**
- 5. Other Business**
- 6. Adjournment**